



For Immediate Release

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Upstate-NY Region's EDGE Distributors Group Member *B. Rich Company, Inc.* and A/V Retailer Stereo Shop Provide Wegmans LPGA Tournament With NEC Plasma TVs For Golf Event Use

August 14, 2006 – Rochester, NY – B. Rich Company Inc. of Webster, NY -- one of the 14 independently owned regional distributors that comprise The EDGE Distributors Group -- loaned local customer Stereo Shop of Rochester, NY two 61-inch NEC plasma TVs (model number PX614A) for use during the recent Wegmans Ladies Professional Golf Association's (LPGA) Tournament.

The plasma TVs were used to provide information for the scoreboards, general information and hospitality tents during the tournament, which took place at Pittsford, New York's Locust Hill Country Club from June 22 - 25, 2006. According to B. Rich Company, Inc. principal Bill Richards, the LPGA ran video spots informing the tournament attendees that the plasma TVs were provided complements of audio / video dealer Stereo Shop, benefiting both NEC and the dealer.

Dave Lane, owner of Stereo Shop says, "We appreciate how Bill Richards and The EDGE Group consistently go above and beyond the call of duty to help businesses like ours promote our products and services. After the tournament we received many new customer inquiries for the NEC plasma TVs as well as home theater project proposals in general, which has led to new business for us. Bill and EDGE: Job well done and thanks!"

About The EDGE Distributors Group

Founded in 1999, The EDGE Distributors Group™ consists of 14 independently owned regional distributors that primarily serve the premium U.S. custom installation market and select retailers. EDGE partners sell and support products aimed at residential value-added installers and specialty retailers. They encourage growth by their members and customers alike by carefully evaluating, then bringing to market the finest installation products available — emphasizing those that are reliable, innovative and exciting. EDGE members also highly value personal attention, and no dealer is ever treated as just a number. Product lines EDGE distributes and supports include Channel Vision™, Chief, Furman Sound, Gefen, ICM/F-Conn Industries, NEC, NūVision™, Peerless Industries®, Sanus Systems, Sheer Wire, Xantech, and ViewSonic®. **The EDGE Distributors Group / 1401 E. Juana Avenue / San Leandro, CA 94577 / Phone: 866. 396.6531 / Internet: www.edgegroup.org**